

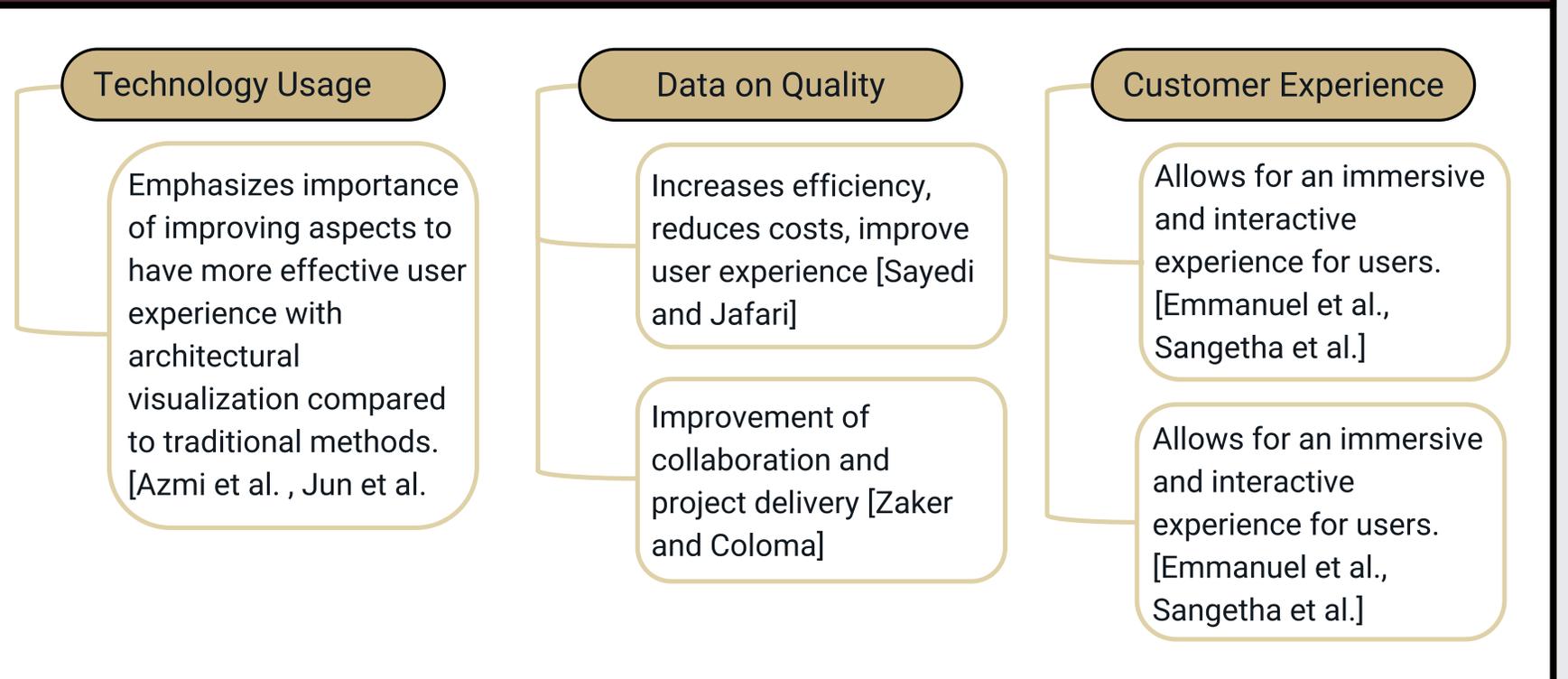
## Abstract/Introduction:

The rise of new technologies has given headway to the use of new 3D technologies, such as Virtual Reality (VR) and Augmented Reality (AR), in the architectural field, affecting client perspective on building plans. Various studies have been conducted around the world on the use and effect these extended reality technologies on architectural clients. These studies have consistently found a positive correlation between this immersive and interactive technology and rising client satisfaction with design plans. However, data might be limited due to the nature of extended reality technology relatively new integration in the architectural field. The implications of previous studies on the effect of these technologies on client satisfaction deserve to be explored further. Understanding the effects of these technologies in customer satisfaction is significant mainly to architectural firms. Higher client satisfaction rates lead to client retention, referrals, and a stronger reputation in the firm's community through the word of mouth of the clients. With the increasing competitive market, customer satisfaction is a key differentiator to set an architect apart from other competitors.

## Methodology:

To gather my sources, I used FSU's DETA AI Library Assistant to search for sources in their database using statements like, "virtual reality effect on costumers in the architectural field". I combed through the sources provided to me and asked myself three questions to figure out which sources are viable and useful for my research; is it relevant, recent, and credible? With this criteria, I I collected the sources below to aid with my research.

## Findings: Extended Reality Integration to the Architectural Field



## References:

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## Future Methods:

To build on this past research, I propose for a study to be done in the future featuring two short surveys. Future participants would be chosen from a group of clients from Walk Your Plans, a business that specializes in viewing architectural plans to feel immersive for their clients. One survey will be administered before the walkthrough and another one after to access the participants initial and subsequent satisfaction with their architectural plans. The post survey will be identical to the first one but will include additional questions addressing user experience with the walkthrough to allow for further comparison.

